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# farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2468

July 20, 1990



RADIO NEWS CONFERENCE -- USDA Radio hosted a radio news conference with farm broadcasters July 17 on the Houston Economic Summit & the farm bill. Pictured here: Kelly Shipp, (standing) press secretary to Sec. Yeutter, (left to right around table) Assistant Secretary for Economics Bruce Gardner, Undersecretary for International Affairs & Commodity Programs Richard Crowder, Deputy Undersecretary for International Affairs & Commodity Programs John Campbell, Secretary of Agriculture Clayton Yeutter and USDA Radio Moderator Brenda Curtis. (USDA Photo by Bob Nichols.)

GATT NEGOTIATIONS -- Sec. Yeutter says there'll be "a lot more blood, sweat and tears at the negotiating table" before the GATT negotiations are finished. The EC is vigorously opposed to phasing out farm subsidies. Because there are less than 70 negotiating days to GATT, you might like a copy of a new USDA publication, "The GATT Negotiations," which covers background, ag policy comparisons, US proposals & status, update & timeline on the ag negotiations. For a copy of "The GATT Negotiations," call: Marci Hilt (202) 447-6445.

FAX US YOUR FAX -- Several issues ago, we told you we have a new fax machine (202) 447-5165. If you're a farm broadcaster, we'd like to have your fax number so we can get printed background material to you. Please, fax us your fax number now!

THANKS TO ALL who returned the questionnaire on USDA TV's News Service. We appreciate your responses & comments. They help us plan future stories. We heard from a number of stations who expressed a need to receive video tapes by mail since satellite delivery was not possible for them. We have proposed a "tape by mail" service for features only. We'll keep you posted as to what we'll be doing.

BEEES LIKE SWEETER ONIONS, TOO -- Scientists have found why southwestern honeybees aren't pollinating Texas, Arizona & California onion plants. The nectar from these onions has too much potassium & not enough sugar to suit the bees, says USDA Entomologist James R. Hagler. "If geneticists bred onions with more appealing nectar, it could translate to more seed for growers and less seasonal swings in onion prices at the grocery store," Hagler says. Contact: James R. Hagler (602) 670-6220.

MOSELEY SWORN IN -- Sec. Yeutter swore in James Moseley as assistant secretary for natural resources & environment July 2. Moseley was nominated by Pres. Bush May 7 & confirmed by the Senate June 28. Moseley, 42, is a native of Indiana. He attended Purdue & received a B.S. in horticulture in 1973. For the past year, Moseley has been ag advisor to William Reilly, administrator of the Environmental Protection Agency. He built & managed an ag production operation for 20 years. Contact: Kelly Shipp (202) 447-4623.



SOME SUMMER VISITORS to USDA included Orion Samuelson and Vivian Cooper. Orion, shown here with USDA R-TV Chief Vic Powell, recently celebrated the 15th anniversary of his 30-minute weekly TV program, "U.S. Farm Report." The Tribune Entertainment Co. held a dinner in his honor on the USDA Patio. Attendees included Sec. Yeutter, other USDA officials, Tribune network officials and members of Orion's team. Vivian Cooper (WNAX, Yangton, S.D.), shown here with USDA R-TV Deputy Chief Brenda Curtis, was in Washington with the National Farmers Union and was covering stories on Capitol Hill and at USDA. (USDA Photos.)



FROM OUR RADIO SERVICE

AGRICULTURE USA #1728 -- Brenda Curtis presents Sec. Clayton Yeutter's views on the progress of the farm bill & the multi-lateral trade negotiations under GATT. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1210 -- Is your well contaminated? Fat & your diet, tips on home canning; good wood to avoid defective decks; roses for your sweetheart. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1717 -- USDA News Highlights; farm bill; GATT negotiations; tapping international markets; wheat outlook. (Weekly reel of news features.)

NEWS FEATURE FIVE #1329 -- Listeria study; DNA "fingerprinting," new iron test, low iron babies, spice & blood sugar. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., July 25, rice yearbook; Thurs., July 26, world tobacco situation; Fri., July 27, cattle numbers; Mon., July 30, outlook for developing economies, farm numbers & land report; Tues., July 31, ag prices, catfish, crop/weather update; Wed., Aug. 1, fruit yearbook; Tues., Aug. 7, crop weather update; Wed., Aug. 8, horticultural exports.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE  
(July 19, 21 & 23)

FEATURES -- DeBoria Janifer takes a look at new poultry products; Pat O'Leary reports on national forest fishing; Will Pemble examines futuristic poultry houses.

ACTUALITIES -- Sec. Yeutter on the 1990 farm bill, GATT & other issues; USDA Meteorologist Ray Motha on latest weather update; USDA World Board Chairman James Donald on crop production; USDA Economist LeLand Southard on livestock & poultry.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EDT, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EDT, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)

CORN CROP...is 80 percent good to excellent in Nebraska with producers in eastern third of the state concerned about corn borers while sorghum producers are battling chinch bug, says Gary Schoepf (WJAG/KEXL, Norfolk, Neb.). Eastern sections are experiencing the best pasture conditions in several years. Gary says his station's home county fair featured an information booth cosponsored by PRCA Rodeo and Entertainment. Gary says it's a great time to be involved in ag broadcasting.

MOVED...Lisa Telder (TV producer for Michigan State University) to assistant director of the Michigan Department of Agriculture. David Putman (KPET, La Mesa, Texas) to VSA Radio Network, San Angelo.

EXPANSION...is underway at KRVN, Lexington, Neb. Rich Hawkins & Dewey Nelson plan to add a third farm broadcaster with 5-years experience. Interested? Contact Rich at (308) 324-2371.

JUDGES...at recent American Farm Bureau Federation awards competition for radio & TV were Cindy Zimmerman (Florida Agrinet, Ocala) & Brian Baxter (Morning Ag Report, Indianapolis).

## ***Farm Broadcasters Letter***

Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
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CORN AND BEANS...were so late getting planted in Indiana & Illinois that the wheat harvest was simultaneously underway in southern portions of the states, says Gary Kinnett (WIAI, Danville, Ill.). Gary says the region produces a variety of vegetable crops and the just-completed pea harvest yielded a good average of 2,700 pounds per acre.

TWO TORNADOES...hit ag areas in Colorado recently, a state not known for such weather. Mason Lewis (KOA, Denver) says he was one of the first reporters on the scene in Limon, 120 miles east of Denver. About 80 percent of the town was damaged.

"BEST THING...I've seen that tells the story of agriculture to the general public," says Murray Miles (Tenn. Farm Bureau Fed., Columbia) about USDA's "America's Most Crucial Industry." He used it on his weekly TV program. Available free to you, too. Call: Marci Hilt on (202) 447-6445 for a copy.

A handwritten signature in cursive script, appearing to read "Vic Powell".

VIC POWELL  
Chief, Radio-TV Division